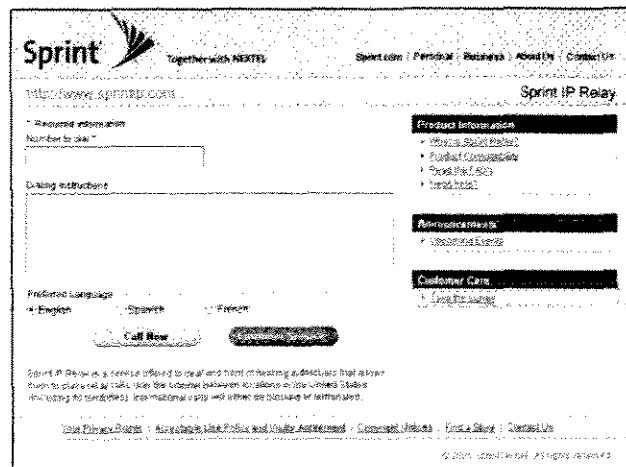Connect.
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Sprint's IP Relay Service is available in three languages – English, Spanish, and French.

☎ Sprint IP Using AIM. (AOL Instant messaging via Messenger™)

Sprint is also proud to offer the Deaf and Hard-of-Hearing community with cutting-edge technology using Sprint IP using AIM. Sprint IP is capable of blending the easy-to-use capabilities of Sprint IP Relay with the power of wireless devices and equipment that run AIM. In addition to the ability to place a Relay call over the internet, the wireless user can access Sprint IP on a wireless device with AIM. This service allows users to access Relay from the park, a restaurant, or even the airport – anywhere a wireless device can access the internet and AIM.
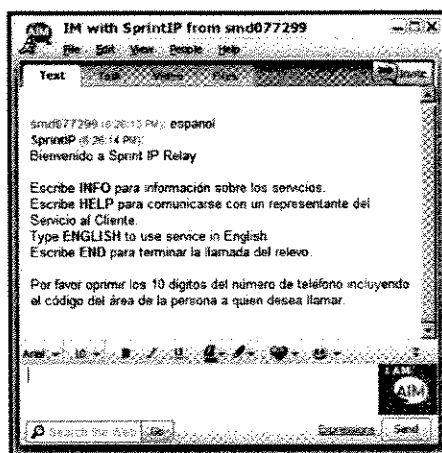
☎ Spanish Language IP Relay

With use of instant messaging via Sprint IP Relay, users will be able to request Spanish language. Should the customer require a different language than English (default), the customer may type:

Español

This will trigger all menus and application responses to be returned in Spanish, as seen in screenshot which follows:

The language can be changed back to English by typing:

English

Sprint will continue to explore alternative access methods and/or devices, which are compatible with Sprint IP Relay.

In the event the FCC establishes a mechanism for Internet Relay reimbursement obligation onto the States, Sprint will work with the State of Colorado to establish and gain agreement in the following areas:

➤ Implementation of State-specific Internet Relay

Upon announcement of an FCC mandate pertaining to the provision of Internet Relay Service, Sprint will work with the CO PUC to establish an implementation schedule for a State-specific Internet Relay Service. The timeline and procedures are contingent on what features and services are offered to Colorado consumers.

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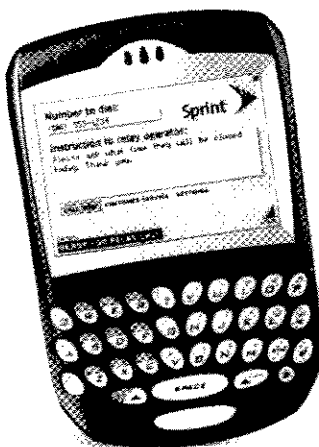Celebrate.™

➢ Pricing for Internet Relay Service

Sprint IP conversation minutes-of-use are currently reimbursed through the Interstate TRS Fund and are not charged to the State. Should the State assume responsibility for funding Internet Relay, Sprint will work with the CO PUC to create State-specific marketing materials for its Internet Relay Service at a best-cost value.

☎ Sprint IP Wireless Relay^{SM}

On April 29, 2006 Sprint Relay launched the release of a wireless software application called Sprint IP Wireless Relay. Sprint is proud to offer the Deaf and Hard-of-Hearing communities with cutting-edge technology through Sprint IP Wireless Relay.

*   This downloadable software is available free to the customer and can be downloaded over the wireless internet.
*   Relay customers can access Sprint IP Wireless Relay by clicking www.sprintrelay.com/download/ from their BlackBerry web browser.
*   This application permits BlackBerry device users to connect to a Sprint Relay Operator via wireless internet Relay.
*   Using virtually any Blackberry wireless device, users can access Sprint IP Wireless Relay to connect with a Sprint Relay Operator.
*   Once the connection is established to a Sprint Relay Operator, the Operator will Relay the conversation between the two parties.
*   The conversation continues until either party hangs up.

This product allows users to access Relay from the park, a restaurant, or even the airport – anywhere a wireless device has access to the internet.

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Sprint IP Wireless Relay Application

Sprint IP Wireless Relay conversation minutes-of-use are currently reimbursed through the Interstate TRS Fund and are not charged to the State.

The office on the go!
Connect now from virtually wherever you are

Benefits of Sprint IP Wireless Relay include:

➢ Sprint IP Wireless is completely free. No application fees and no download fees.

➢ Easy "over-the-air" download on all Blackberry devices with an operating system 3.7 or higher.

➢ Sprint IP Wireless Relay works on almost all wireless networks. (Sprint, Verizon, Cingular, T-Mobile, etc.)

➢ Easy to use/friendly application

➢ Use your BlackBerry address book directly from application

➢ Simple call set up

➢ Edit and save the conversation

➢ Store your preferences (fonts, operator gender, language preference, conversation window option)

➢ Skilled and experienced Relay Operators

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Video Relay Service (VRS)

Sprint's history in providing Video Relay Service is extensive, as seen below:

➤ In 1995, Sprint worked with the State of Texas to first introduce the concept of VRS and implemented a one-month trial of VRS.

➤ In 2002, Sprint teamed with CSD, the nation's largest non-profit Deaf organization, to launch the first nationwide Video Relay Service, in order to offer consumers a choice when selecting a VRS provider.

➤ In 2004, Sprint launched the first VRS contract with the Federal government to provide customized Video Relay Service to its employees and retirees.

➤ In November 2005, Sprint began offering VRS 24 hours-a-day, 7 days-a-week, new VCO options, and Spanish VRS with limited hours. VCO Options include:

➤ ASL only: The VI will sign using American Sign Language.

➤ English Based Sign Language Only: The VI will sign using English-based Sign Language.

➤ English Based Sign Language and Speech reading: The VI will sit closer to the camera, and sign using an English-based sign language with emphasis on lip movements so that the VCO user can benefit from speech-reading.

Sprint

ASL (American Sign Language) Only
The Video Interpreter will sign using American Sign Language.

English Based Sign Language
The Video Interpreter will sign using the English based sign language.

English Based Sign Language & Lip Reading
The Video Interpreter will sit closer to the camera, and sign using English based, along with an emphasis on lip movements so that the VCO user may also benefit from lip reading.

American Sign Language (ASL), English-based Sign Language and Lip Reading

☎ Qualified Video Interpreters (VIs)

➢ Sprint Video Relay Service (VRS) provides qualified Interpreters with proficient expressive and receptive skills in American Sign Language (ASL) and other manually coded English sign language systems to process VRS calls. Sprint Video Interpreters (VIs) are proficient in ASL, and Signed English, both in receptive and expressive modes.

➢ In addition to being highly trained to provide VRS, all VIs adhere to professional standards and Code of Ethics for Sign Language Interpreters.

Videophone user

*In 2005, Sprint VRS processed more than 22,203 conversation minutes for residents of Colorado.*

☎ VRS Equipment

Users of VRS must have access to video conferencing equipment and broadband high-speed internet connections (i.e. Cable, DSL, T-1, etc.). Today, the most common equipment choices are webcams or videophones.

For webcam users in the United States, VRS is accessible at this link: www.sprintvrs.com:

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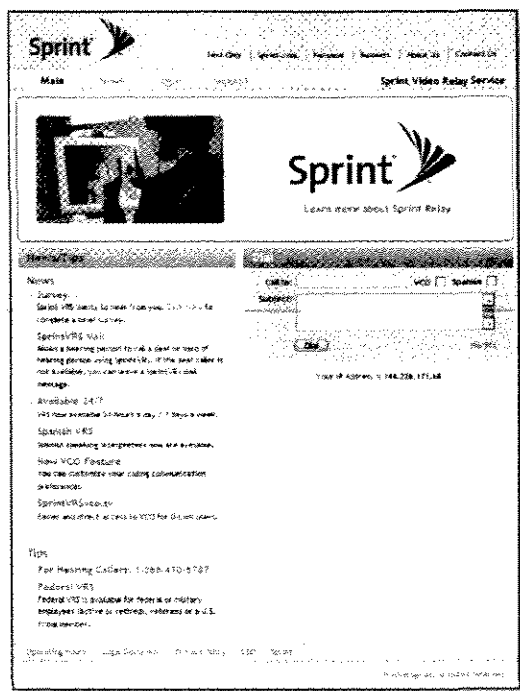
Call set-up Screen

With the understanding that the jurisdiction of VRS may one-day transfer from the TRS fund to the States, Sprint has supported the CO PUC since 2002 by establishing a dedicated Colorado specific website and by reporting call volumes to the CO PUC for future planning purposes. The Colorado specific website, http://www.covrs.com/ allows Colorado users to access the Video Relay application which is customized for Relay users.
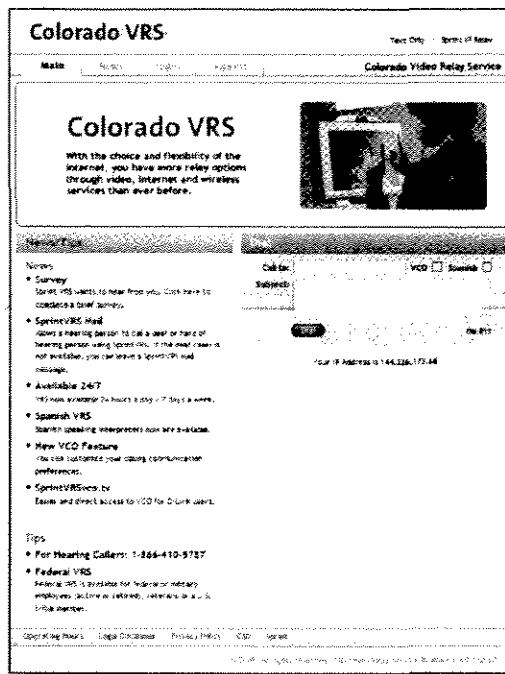
Colorado VRS Website (www.covrs.com)

☎ VRS through a Videophone and Television

Sprint VRS is also accessible by using a videophone application to connect to a Television, and entering the alphanumeric IP address as listed below:

> Standard Sprint VRS: Sprintvrs.tv

> Sprint VRS VCO: Sprintvrsvco.tv

> Sprint Spanish VRS: Spanish.sprintvrs.tv

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☎ VRS Call Centers

Sprint assures redundancy by a network of Video Relay Call Centers with highly skilled and certified Video Interpreters (VIs) to process Video Relay calls. Sprint understands the importance of redundancy within the VRS platform as well as balancing interpreting needs within the community and VRS. Today, there is a network of Call Centers located in the following cities:

VRS Call Center Locations	
Austin, TX	Sioux Falls, SD
Denver, CO	Seattle, WA
Chicago, IL	Rochester, NY
St. Paul, MN	Washington DC
Houston, TX	Portland, OR
Richmond, VA	Omaha, NE
Kansas City, MO	San Antonio, TX
Columbus, OH	El Paso, TX

VRS Call Center Locations

Sprint assures redundancy by offering a network of VRS Call Centers with highly skilled and certified Video Interpreters (VIs) to process VRS calls. Sprint recognizes the importance of redundancy within the VRS platform as well balancing interpreting needs within the community and the VRS. If a Call Center is forced to shut down, consumers have the peace of mind that in the event of a natural or man-made disaster, calls will be automatically routed to the next available Center, with little or no interruption to the service.

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☎ VRS Mail

Sprint is the first provider to offer VRS Mail. This feature allows hearing callers to leave messages via video mail where the VI records the message in ASL and sends the message to the VRS user via e-mail or a wireless device with Windows Media Player capability.
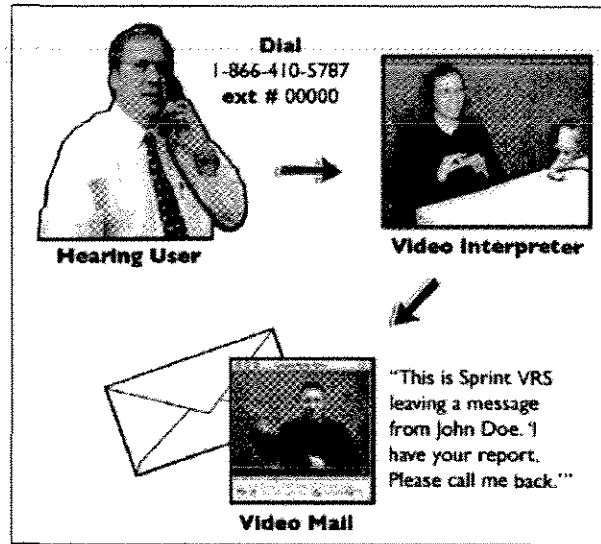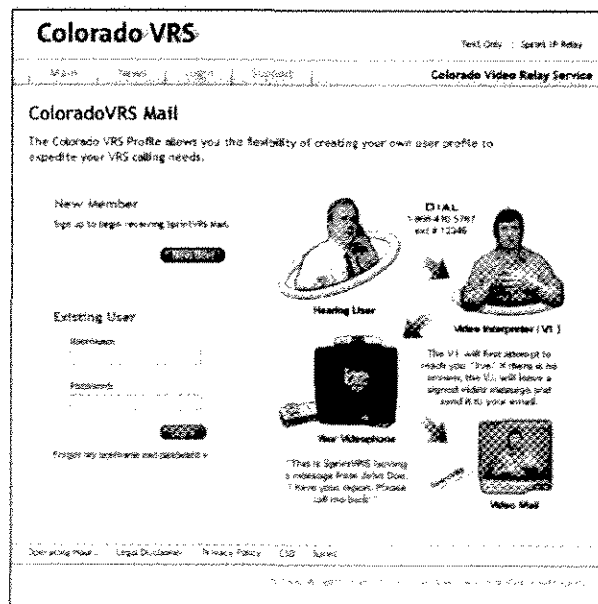

Figure 4 – Sprint VRS Mail

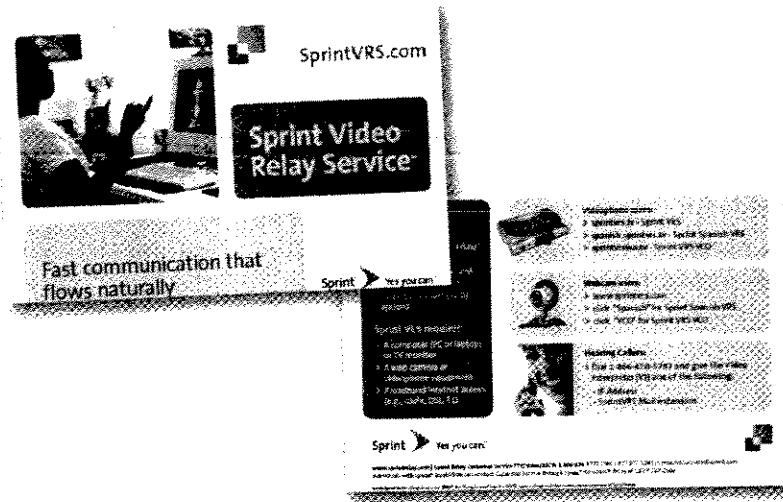**Figure 5 – Colorado VRS Mail**

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☎ Promotional Materials

Sprint's VRS promotional materials can be seen below:

Sprint VRS postcard

☎ Sprint VRS Customer Service

Colorado VRS users will to have access to Customer Service Representatives who provide live technical assistance for VRS users from 8:00 A.M. – 9:00 P.M. CST, Monday through Friday.

Inquiries and comments regarding VRS may be sent to the Helpdesk via e-mail 24 hours-a-day. Responses will be sent within the next business day.
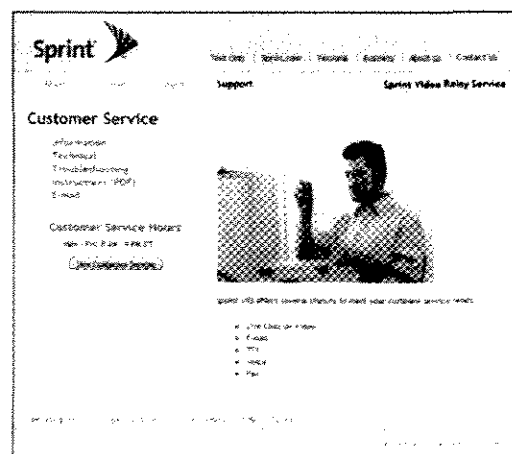
Customer Service Information

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Hearing callers may dial a toll-free number: 866-410-5787, and provide the VI with the VRS user's IP Address, or their Sprint VRS Mail extension number.

Relay Conference Captioning (RCC)

With Sprint's Relay Conference Captioning[SM] (RCC), Deaf and Hard-of-Hearing individuals can fully participate in multi-party conference calls via Internet. As an innovator of total Relay solutions, Sprint understands that technology greatly enhances the lives of people with disabilities. Conference calls are on the rise because more workers rely on teleconferencing as a normal course of business. Whether the call is personal, business or financial, Deaf and Hard-of-Hearing individuals can now fully participate in multi-party conference calls with Sprint's RCC[SM] service.

Stay on top of your conference call

Relay Conference Captioning[SM] incorporates the very latest in internet text streaming technology along with proven captioning technology. Sprint RCC[SM] Captioners use Stenocaptioning equipment to keystroke the words as they are spoken. This method of Stenocaptioning, similar to court captioning, allows real-time Captioners the ability to caption up to 250 words-per-minute with amazing accuracy.

☎ Sprint Relay Conference Captioning[SM] offers:

> Increased understanding of meeting discussions

> Immediate delivery of live captioning

> The ability to join in conference calls anywhere there's an Internet-connected computer, including but not limited to: Dial-up Internet, PCS Card, Wi-Fi Hotspot, or Ethernet-based connection.

> High speed access is not required

> Text transcript upon request

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> Shorter calls than with traditional Relay service

> No special software is required

To use Sprint RCC, the user simply logs on to the website and enters a Personal Identification Number (PIN). The Captioner relays the text via the internet. In the same manner as a traditional TTY Relay call, the RCC user types their conversation and the Captioner reads the message into the conference call, as demonstrated in figure 6 below.
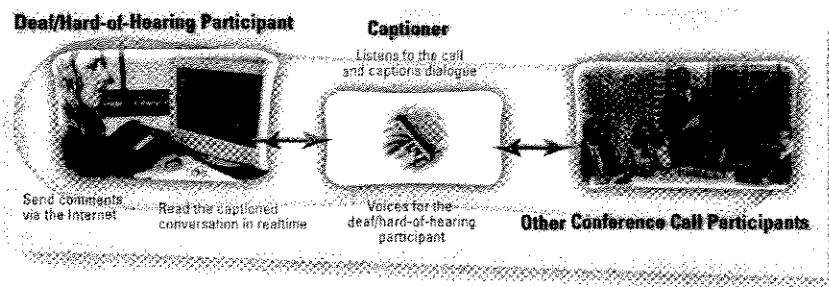

Deaf/Hard-of-Hearing Participant   **Captioner**
Listens to the call and captions dialogue

Send comments via the Internet   Read the captioned conversation in realtime   Voices for the deaf/hard-of-hearing participant   **Other Conference Call Participants**

Figure 6

Sprint is the only RCC provider in the nation, processing all of the Relay Conference Captioning calls for Deaf and Hard-of-Hearing users in the United States. The following States and government entities currently offer Sprint RCC[SM]:

> Federal Relay Service

> North Carolina

> Arkansas

> Florida

> Tennessee

> New Jersey

In addition to State contracts, Sprint currently has multiple industry contracts for the provision of RCC, making this service available for Hard-of-Hearing and Deaf employees in various companies.
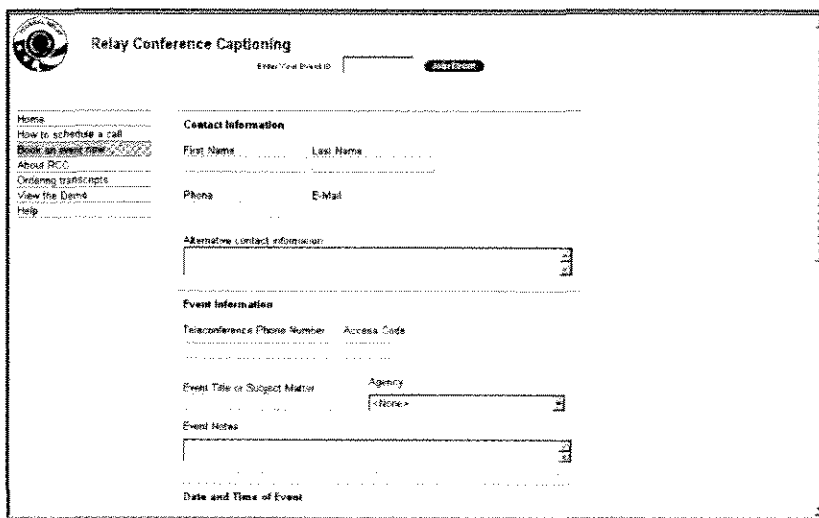
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☎ Hours of Operation & Scheduling

Sprint's partner in this service, Caption Colorado employs a staff of over 100 real-time Captioners to function as 'Relay Operators' to deliver live, real-time, text streamed captioning to any Internet-connected computer. Sprint RCC^{SM} guarantees technical and captioning support for conference calls with 24-hour advance notice. For events with less notice, Sprint cannot guarantee coverage but will attempt to accommodate the request.

Currently, all Sprint RCC^{SM} calls are scheduled using the online ordering system. To order, the RCC user completes two steps:

Step 1 - Arrange for a conference call or conference bridge number with their telecom services provider. Sprint RCC^{SM} does not provide conference bridge call-in numbers, only the Relay portion of the call.

Step 2 - Complete a one page online ordering form that includes the date, time, conference bridge information, and contact information. An example of the ordering page is depicted in Figure 7.

Figure 7 – Example Scheduling Screenshot

Once service is requested, an e-mail verification will be sent to confirm the request has been received and a PIN will be assigned. At the time of the call, the RCC user will log onto the website and enter the PIN to view the text portion of the call.

☎ Service Reliability

As with all of our TRS products, Sprint RCC^SM meets rigorous reliability standards. Each Relay Operator works remotely from each other and therefore real-time Captioners are not subject to the same electrical, ISP, telephone, and facility challenges that a traditional TRS Relay Operator may be experiencing. Please see the Disaster Recovery Plan for RCC in Attachment N.

When one Sprint RCC^SM Captioner is unable to perform an assignment, a 24 hour-per-day scheduling staff member immediately reassigns the job to another Captioner standing-by.

☎ Call Confidentiality

Sprint RCC^SM Captioners, staff, Management, and Supervisory teams will operate under FCC, Sprint Relay, and Caption Colorado standards and guidelines to maintain confidentiality.

Please see the RCC Confidentiality form in Attachment I. Unless compelled under lawful order, no customer information or data obtained in the provision of the service will be sold, distributed, shared, or revealed in any way.

☎ Call Transcripts

One benefit of the Sprint RCC^SM service is that, if requested, each relayed call can generate a full conference call transcript. In order to ensure confidentiality, the RCC user scheduling the service must indicate prior to the start of an event if the transcript should be available. If so, the RCC user may grant participants of the call permission to view the transcript and/or to save the transcript to their individual computers. Meeting transcripts can be immediately saved after a call and e-mailed to attending and absent participants and documentation of the conversation can be maintained for company and regulatory needs.

☎ Call Length & Quantity

There will be no limit to the number of calls or the length of calls within the limitation of the maximum (daily and simultaneous) schedule of events, negotiated upon award. Sprint RCC^SM will support any length of call that occurs during the specified hours of operation,(to be determined).

Sprint and Caption Colorado have determined that Sprint RCC^SM Captioners are able to effectively support events up to 1½ hours without diminished accuracy. A process has been developed that allows the RCC Captioner to hand-off live calls to a relief Captioner for extended calls. This technology permits Captioner hand-off without disruption or interruption to the captioned event.

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Using proprietary software, the real-time Captioner will caption a call and the scheduling system will arrange for a back-up real-time Captioner at the appropriate time. This process ensures top speed and accuracy, resulting in greater customer satisfaction. This type of performance solution is not found with any other company providing real-time reporting services.

☎ Screening Procedures for Personnel

An advanced screening procedure is used when hiring RCC staff.

- Screening includes background checks where necessary or required by individual States and extensive samples and testing to ensure the real-time Captioner is able to meet stringent guidelines.

- There is a dedicated team of recruitment and training Specialists that work to help the new real-time Captioner meet performance standards.

- Once a real-time Captioner meets the speed and accuracy targets, they are selectively assigned projects and training staff reviews completed work and compares to targets.

- As real-time Captioners continue to meet and exceed expectations, they are placed on a less frequent inspection schedule.

RCC^{SM} training plans will be made available to the State of Colorado upon request.

☎ RCC^{SM} Quality Assurance Program

The quality of Captioning is a direct result of the quality of work performed by RCC^{SM} Captioners. Therefore, the cornerstone of the Quality Assurance Program is reflected in the following components of a plan designed to aid, support and encourage Captioners in providing the highest quality captioning and service for RCC users.

➢ Clearly specified Quality and Performance Standards for RCC^{SM} Captioners.

➢ Clearly specified Captioning Policies and Procedures.

➢ Standard and special training for RCC^{SM} Captioners as needed.

➢ Forum for sharing of captioning ideas and tips.

➢ Customer Support Guide.

➢ Monitoring and Quality Review Program to continually assess the quality and consistency of captioning, and to provide specific constructive suggestions to RCC^{SM} Captioners.

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☎ Customer Feedback

Below are comments from RCC℠ users (specific identifying information has been removed):

> "I am absolutely delighted with the availability of Federal Relay Conference Captioning. The near real-time accuracy gives me confidence to speak up in conference calls that I could never have had without this type of support. This is a real boon in productivity for hard-of-hearing employees who need to participate in teleconferences regularly."

> "This was our first time using this service and frankly, we weren't sure what to expect. The process was quick and easy to use and the Captioner did a great job despite our confusing language, numerous acronyms and frequent fumbling with the microphone. Thanks for providing this great service."

> "I want to thank you so much for your closed caption relay service. I have used it several times and it's really wonderful to have this service."

Additional consideration may be awarded by the Evaluation Team for those Offerors offering both traditional TRS and Captioned Telephone TRS and/or for those Offerors offering additional services at no cost.

Sprint has eagerly responded with its capabilities and resources to offer TRS and CapTel. Sprint will continue to offer Sprint Internet Relay Service, Instant messaging via IP Relay, Video Relay Service, and Wireless Relay at no additional cost unless otherwise directed by the FCC.

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The Offeror should also describe other services they could provide at a small additional cost.

Assuming Sprint continues to provide TRS for the State of Colorado, Sprint has offered separate pricing for Relay Conference Captioning (RCC) services in the pricing section of this proposal.

4.2.13 Additional Requirements for FCC Certification

Offerors shall identify other FCC requirements for certification related to TRS vendor operational, technical or functional performance not otherwise listed in this section of the RFP and specify how those requirements will be met.

Sprint has provided its FCC compliance matrix for traditional TRS, which includes provisions for Internet Relay and VRS, and the *CapTel* Matrix in Attachment C.

4.2.14 Identification of Possible Onerous Provisions of this RFP

In issuing this RFP, the State does not anticipate that it has added any requirements beyond those already required for FCC certification or part of a State's basic relay service that should add significantly to the cost per minute charged by a relay vendor. If an Offeror agrees that there are no such requirements, it should so state. Alternatively, Offerors should identify any such requirement and an estimate of the cost per minute that would have to be charged to meet it.

After thorough review of the RFP and its requirements, Sprint does not believe that any requirement makes for an onerous provision that will require costs of operations significantly higher than standard FCC-compliant service.

4.2.15 Location and Capabilities of Relay Center(s)

The Offeror must demonstrate its ability to put in place a fully functioning relay center (or centers) meeting the operational, technical and functional standards described previously and elsewhere in this section of the RFP.

Sprint has in place a fully redundant network of Call Centers across the United States which exceeds the CO PUC's requirements. Sprint has demonstrated its ability to fully satisfy the operational, technical and functional standards required in this RFP as described in this proposal.

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If the Offeror proposes either building a new relay center or expanding the capability of existing relay centers, it must provide documentation demonstrating that they will be able to secure the needed building space, telecommunications and other necessary equipment and trained personnel to provide the proposed services. Areas to be addressed in an Offeror's proposal should include:

4.2.16.1 Building Requirements. Offerors shall document ability to provide building space for a relay center to handle the State's calls, perform all necessary site preparation work, provide all office furniture and office supplies and furnish all recurring and non-recurring physical plant needs. There also shall be individual workstations for operators of each terminal. Building and office space shall demonstrate expansion capability to handle any increased call volume. An Offeror already operating one or more relay centers should provide details of their existing facilities and document how they would accomplish needed building expansion to handle the State's relay calls and their ability to further expand to respond to increased call volumes system-wide.

Through Sprint's long experience in serving Deaf, Hearing, and Speech-Impaired citizens in Colorado, Sprint feels strongly that the current network solution provides the most advantageous Relay service for the State and its citizens. Some of those advantages are listed below:

➢ Sprint's Centers are fully staffed with a highly trained, dedicated and mature workforce.

➢ Each Center is equipped with all necessary equipment, furnishings, and necessary switches and connections to continue providing uninterrupted Relay services.

➢ A sufficient number of individual Relay Operator positions are currently in service to handle calls to Relay Colorado.

➢ Additional Relay Operator positions are available as needed for any expansion requirements, as detailed below:

❖ Sprint Relay Expansion Plan

Sprint's Expansion Plan is designed to maintain all standards listed in this RFP as well as offer the most cost-effective use of available resources.

The supporting systems and the Automatic Call Distributor are sized to support well in excess of the current Relay Operator and call volume capacity.

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Section 4: Statement of Work

Procedures in place to monitor and respond to network staffing needs include:

*   **Equipment Capacity** - Equipment expansion is reviewed bi-monthly in conjunction with circuit capacity and reviews session.

    Whenever necessary to meeting increases in trunk augmentation, Sprint insures there is sufficient equipment to support the augmentation.

*   **Trunking Capacity** - Sprint Network Engineers meet bi-monthly to review trunk utilization and forecasts to insure that sufficient capacity exists to handle all Sprint TRS traffic.

    Trunk capacity is groomed as needed to augment shift capacity as dictated by call volumes and business needs. In most cases, trunks can be augmented within 60 days if necessary.

*   **Relay Operator Workstations** – Sprint has installed work stations in each of the Relay Call Centers, which exceeds call volume and headcount requirements. If required, these workstations can be immediately activated during emergencies. During times of forecasted call volume increases, these workstations will be used to support additional hiring of new Relay Operators.

*   **Personnel Staffing** – In emergency situations, resulting in short term call volume increases, Sprint will approve overtime to meet staffing requirements. Long term forecasted call volume increases will be supported by Center hiring. The time period from the initial request to completion of Relay Operator training is 30 days.

➢ **Required Lag Time**

Once it is determined that expansion is required to meet State-required service levels, the following steps take place within 16 weeks, thereby avoiding any blockage of offered traffic. See the Call Center Expansion timetable below:

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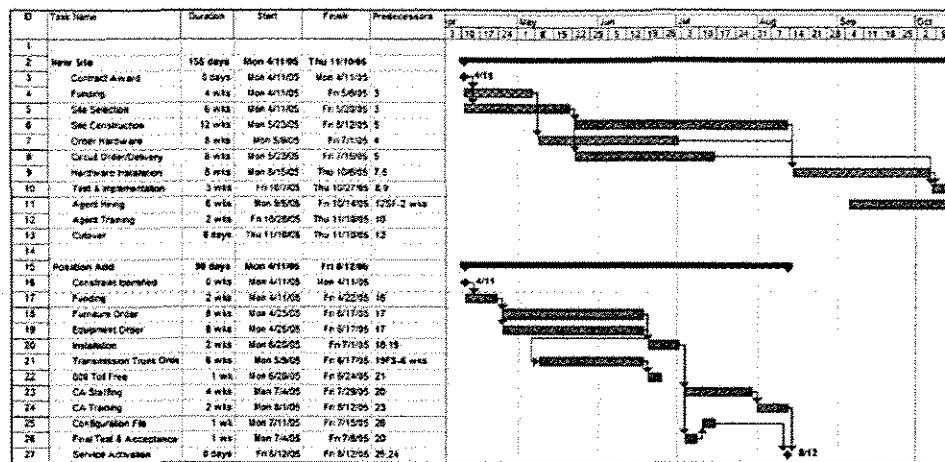
Call Center Expansion timetable

4.2.16.2 Telecommunications Service Priority (TSP). The Offeror shall meet Federal TSP requirements pertaining to TSP in terms of providing redundant services.

Sprint has enrolled the Sprint TRS Centers in the FCC's Telecommunications Service Priority (TSP) program. In 1988, the FCC established the TSP Program to prioritize the restoration of telephone service to critical facilities and agencies at times when Telecommunications repair companies are typically overburdened with service requests. The program presently restores telephone services most critical to national and homeland security on a priority basis in the event of a national crisis. Recently, the FCC has partnered with the Department of Homeland Security to increase TSP participation, including TRS.

Sprint's TRS network is designed to re-route traffic to other Sprint Relay Centers across the country to continue uninterrupted service in the event a Call Center goes off-line. Sprint's participation in the TSP Program strengthens our robust reliability. If a national or regional emergency causes service to be disrupted and the Sprint Call Center cannot receive or place calls, Sprint's participation in the TSP program means that LECs will be required to restore service as rapidly as possible, consistent with the priority status assigned to Sprint's TRS Centers. **Sprint's reliable network and TSP participation ensures that our disaster recovery ability is unmatched by any TRS provider in the United States.**

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4.2.16.3 Location. The building housing the operators may be located in the State of Colorado; however, it must be located within the United States of America.

The following Sprint Centers may be used to process Relay Colorado traffic, all of which are located across the United States:

1321 Rutherford Austin, Texas 512/873-1038	3445 Hwy 291 North Independence, Missouri 64057 816/478-5430
105 N. Krohn Sioux Falls, South Dakota 57103 605/367-5348	3809 Eubank Blvd. NE Albuquerque, New Mexico 87111 505/292-0454
4310 Iola Street Lubbock, Texas 79407 806/788-8965	800 Holiday Drive Moorhead, Minnesota 56560 218/291-1143
620 Erie Blvd. West Syracuse, New York 13204 315/234-3425	2448 Dorothy Lane Moraine, Ohio 45439 937/643-4600
6225 Lakegrey Blvd Jacksonville, Florida 01553	1833 Kalakaua Avenue, Suite 308 Honolulu, Hawaii 96815 808/952-6600
905 State Street Cayce, South Carolina 29033 803/926-5303	106 West Landis Vineland, New Jersey 08630

Sprint does not route any United States traffic out of the country.

Offerors may propose various combinations of in-state and out-of-state facilities to handle the Colorado relay operation at different times of the day or days of the week. Offerors proposing that any portion of TRS be provided at an in-state center can route calls to an existing relay center outside the State for as long as they wish prior to establishing an in-state center.

Relay Colorado users will continue to benefit from Sprint Relay's inherent efficiencies of having multiple Call Centers with redundant features. Redundancy and reliability is assured through Sprint Relay's Call Centers which are located geographically across the United States. This availability negates the risk of loss of Call Center operations due to adverse weather in Colorado, or elsewhere in the country.

Should weather conditions result in the closure of any Call Center in Sprint's network, traffic is routed to the first available Relay Operator at Sprint's other Call Centers.

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Relay Colorado traffic would immediately be routed to one of Sprint's existing network Relay Centers utilizing Sprint's GeoTel call routing technology. Furthermore, if peak volumes should exceed capacity at any one of Sprint's Relay Call Centers, calls are forwarded to the next available Relay Operator anywhere in the Sprint Relay network. This capability allows for a more efficient use of personnel resources and a lower cost of TRS operations. This savings is then passed on to all Sprint Relay State customers.

The Overflow Call Routing diagram below depicts the method whereby Sprint actively monitors Relay Center utilization and intelligently routes calls to an appropriate Center to ensure quality service with minimal wait times.
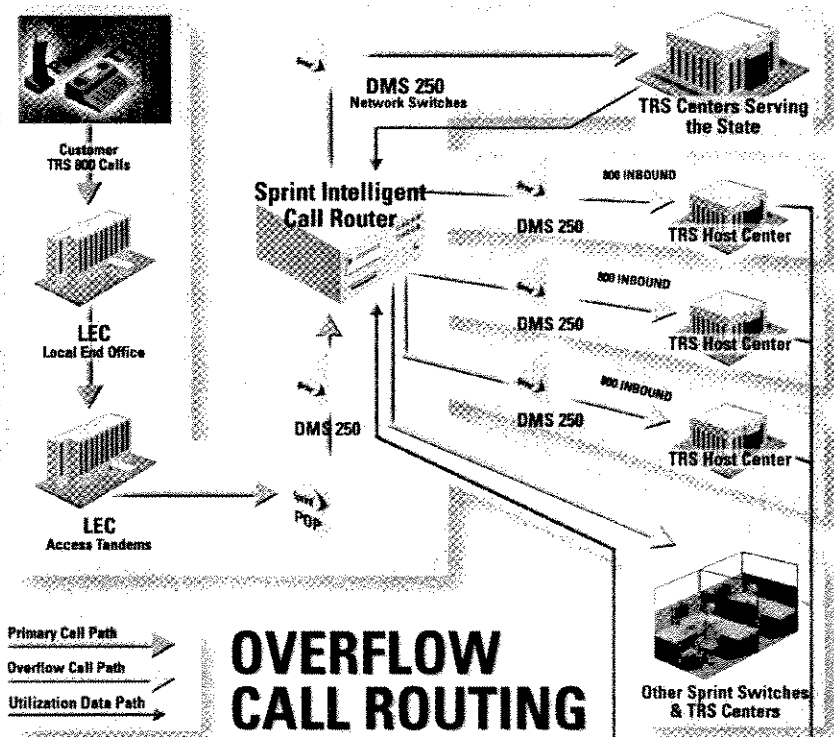
Overflow Call Routing System

Sprint's ICR determines the best way to handle a call through routing scripts, which are programs that access information about calls and Call Center activity. Sprint's routing scripts contain instructions that:

➢ Examine the call information provided by the routing client and use that information to classify the call as a particular call type (such as VCO or Spanish)

➢ Analyze Call Center information and determine the best destination for the call.

Section 4: Statement of Work

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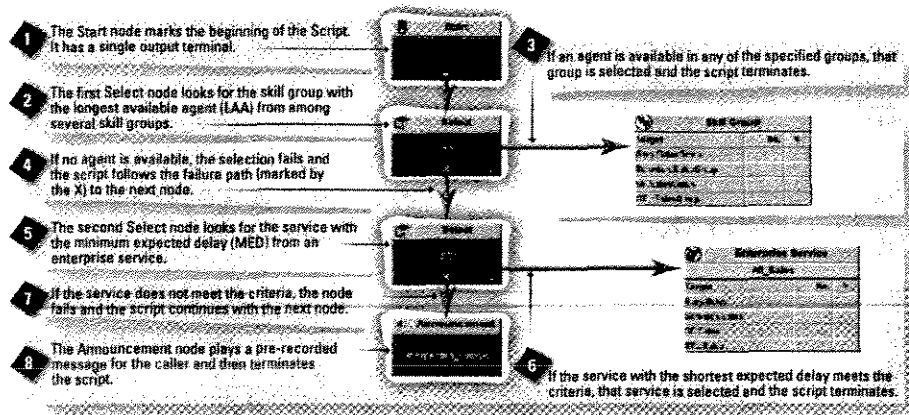
Example of a Routing Script

Specific scripts are executed for each call-type and scripts are scheduled to be used based on the time-of-day, day-of-the-week and year. These scripts are self-invoking and require no human intervention. Sprint's ICR has many complex formulas available to determine the most efficient utilization of resources. Table 5 below illustrates some of the complex formulas that are used and available by Sprint when routing Colorado calls.

Rule	What ICR Does	Comments
Longest Available Relay Operator (LAA)	Chooses the target Relay Operator who has been available for the longest time period.	This rule helps to ensure that all Relay Operators in the set are kept equally busy.
Next Available Relay Operator (NAA)	Chooses the target with the largest percentage of Relay Operators available.	This rule tends to keep all targets equally busy.
Minimum Average Queue Delay	Determines the average time callers spent on hold before reaching a Relay Operator. Chooses the target with the lowest average.	This rule depends on an average. Consider using another rule, such as Minimum Expected Delay.
Minimum Expected Delay (MED)	For each target, determines the target where the shortest delay is expected. In making this determination, ICR considers the average handle time, the number of calls in queue, and the number of positions staffed.	By combining current information about calls in queue and staffing levels with historical averages, this rule avoids the potential problems that purely historical rules can cause. This rule is usually the most effective for keeping queue times to a minimum.

Table 5 – ICR Available Formulas

An illustration of the Sprint Relay network and call routing configuration in place for Colorado is depicted below. This network architecture has been exceptionally reliable and has enabled cost-effective provisioning of Relay Services for many Sprint Relay States.

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Sprint TRS Center
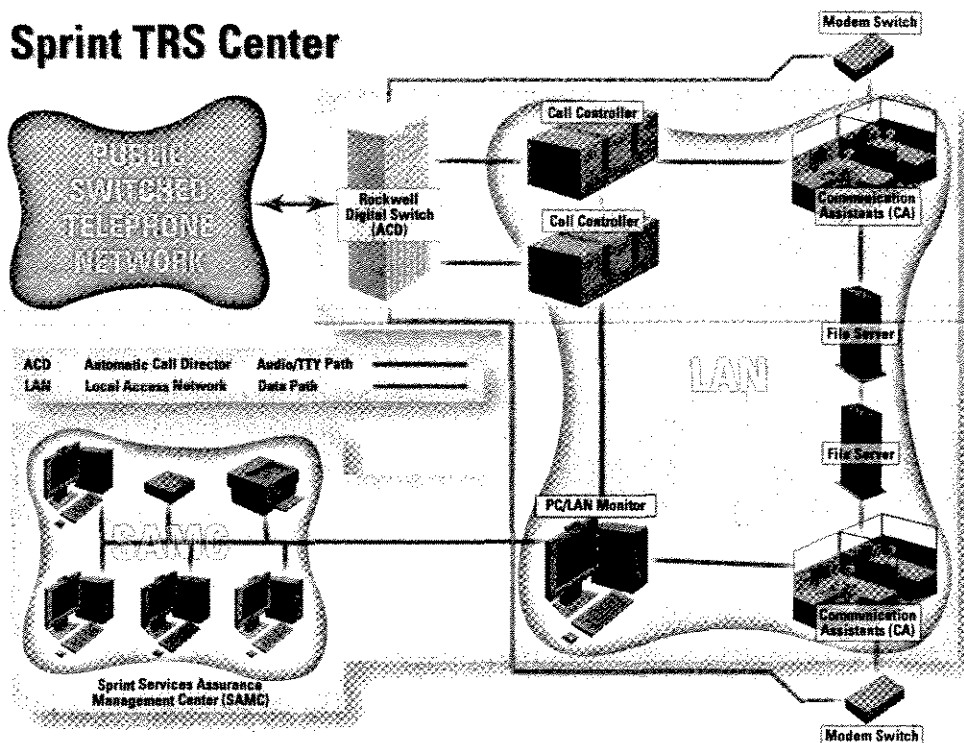
Figure 8 — Telecommunications Relay Service Center Configuration

4.2.16.4 Equipment. Offeror shall furnish all necessary telecommunications equipment and provide and arrange for all telephone service into and out of the relay center.

Each Sprint Relay Center maintains a complete system's spare inventory to meet any malfunction or emergency situation including spares for ACD switch components, including:

• Relay Operator position units

• Computer desktop spares

• LAN and modem equipment

The following telecommunications facilities, equipment and software will be used by Sprint in providing Relay Services for Colorado:

➢ Local Exchange Company and Interexchange Carrier facilities to complete local and long-distance (toll) calls. The Carrier used for toll calls is determined by the caller's selection (Carrier-of-Choice), in accordance with ADA requirements.

➢ All-digital switching system and PC-based Relay Operator terminals on a Local Area Network (LAN).

➢ Relay Operator terminals with Sprint-developed software.

Equipment necessary to provide TRS, *CapTel* and VRS:

• Web Server (VRS)	• ACD switch (TRS, *CapTel*)
• Relay Operator Login Server (VRS)	• Relay Operator desktop (TRS)
• Voice Gateway (VRS)	• Call Controller (TRS, *CapTel*)
• Video Proxy Gateway (VRS)	• Monitor PC (TRS, *CapTel*)
• ATM Router (VRS)	• PCs (TRS, *CapTel*)
• Internet Router (VRS)	• Catcher's Mitt (TRS)
• Firewall (VRS)	• ORBs (Object Request Broker) (TRS)
• Domain Login Server (VRS)	• Billing Tech (TRS)
• Public/Private DNS Server (VRS)	• PCs (TRS, *CapTel*)
• Reporting Server (VRS)	• Router (TRS, *CapTel*)
• Real Time Reporting Server (VRS)	• Database Server (TRS, *CapTel*, VRS)
• Monitoring Server (VRS)	• ACD Server (VRS)

The Transmission circuits shall meet or exceed inter-exchange performance standards for circuit loss and noise.

Sprint is a certified Interexchange Carrier (IXC) in all 50 States, and the Commonwealth of Puerto Rico. Sprint's transmission circuits meet, and in most cases exceed FCC and PSC Interexchange performance standards-the ANSI T1.506-1990, Network Performance - Transmission Specifications for Switched Exchange Access Network standards for circuit loss and noise. TRS circuits are carried on Sprint's all-digital fiber-optic network. Sprint developed the first nationwide 100 percent digital fiber-optic network, a network designed for clear channel voice and error-free high-speed data transmission. Sprint, in meeting these standards, confirms its on-going commitment to TRS customers to maintain superior transmission quality.

The table which follows illustrates the types and quantities of trunk facilities allocated for the State of Colorado. These trunks are sized to provide a busy hour GOS of P.01, meaning a minimum of 99 out of 100 calls have unrestricted and immediate access to the Relay Call Center serving Colorado during the busiest time of day.

	Circuits (DS0)	Minimum Grade of Service
Inbound Toll-Free Trunks	24	P.01
Outbound Intra-State Trunks	24	P.01
Outbound ISDN Trunks (Caller ID)	24	P.01
Regionally Restricted 800	2	P.01
Carrier-of-Choice	24	P.01

Table 6 – Trunk Facilities Allocation

The center must have telecommunications equipment capable of receiving and transmitting in both Baudot and ASCII codes. Relay systems must be capable of automatically identifying incoming TTY signals as either Baudot or ASCII.

All Relay telecommunications equipment to support Colorado, including station terminals, are capable of receiving and transmitting in voice, Baudot and ASCII codes, with Baudot (TTY) as the primary setting. Access via all commonly used TTY protocols, including 2400 and ASCII rates are available at each Relay Operator position. Upon a call being received at the Relay Colorado Operator position, TTY signals are automatically identified as either Baudot or ASCII; if ASCII, the Baud rate is detected. ASCII rates up to and including 19,000 bps is supported by the Sprint platform. The domestic TTY Baud rate of 45.5 and the international rate of 50 Baud are also supported.

4.2.16.5 Back-up. Offeror shall demonstrate an adequate back-up system, or show how relay calls could be rerouted to another relay center with sufficient capacity to handle the additional load in the event of a power outage, fire, cut trunk line or other disaster making a relay center inoperable for a period of time.

If the Offeror has experienced relay centers going off line in the past, they should provide information on how that contingency was handled, and the extent of the disruption in service that was experienced by relay users.

Sprint has experienced power outages, cut trunk lines and other disasters which have shown our ability to act and react immediately to such events.

➢ 2005 – Cut trunk lines caused a major outage on the west coast. Due to redundant circuit paths to Sprint's Lemoore Center, there was no impact to Relay operations.

➢ 2005 – Hurricane Katrina caused significant damage to the gulf coast. All of Sprint's Relay Centers remained operational due to Center generators being in place, which continued to provide power to those Centers in the affected areas.

➢ 2004 – The 'Ten-year blizzard' in the Northeast caused a severe reduction of most emergency services, other than Sprint's TRS.

➢ 2003 – A Water pipe broke in the Syracuse TRS Center causing the Center to close for 8 hours. However, there was no degradation of service to our customers due to the ability to transfer traffic seamlessly.

Sprint has the ability to route traffic to any of our domestic Relay Centers immediately when a disaster or event occurs anywhere is the country.

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If the Offeror does not own a back-up relay center, then proof of a contractual agreement with a proposed back-up center must be provided. The Offeror shall also demonstrate how it will maintain an auxiliary source of power which is functionally equivalent to normal central office auxiliary sources of power so that the TRS will continue to function during power outages.

Sprint's Relay Centers designated to serve Colorado are equipped with an Uninterruptible Power Supply (UPS), generator, and sufficient fuel to provide power for 24-hours following a power failure. These back-up power systems can continue to provide power beyond 24-hours as long as fuel is readily available.

Working in parallel with the UPS is Sprint's Intelligent Call Router (ICR) which instantly recognizes a problem anywhere in the Sprint Relay system and routes the calls to other operating Call Centers. Relay Colorado customers will be unaware of any system fault.

In the event of a power outage, the UPS provides seamless power transition while the emergency generator is brought on line. During this transition of less than a minute, power to all the basic equipment and facilities for the Center operation is maintained. This includes the switch system and its peripherals, switch room environment (air conditioning and heating in the computer room) Relay Operator positions (including consoles/terminals), emergency lighting, system alarms and Call Detail Record (CDR) recording. As a safety precaution, the fire suppression system is not electrically powered in case of a fire during a power failure. Once the back-up generator is on line, stable power to all Relay system equipment and facility environmental control is established and maintained until commercial power is restored.

Sprint has an exemplary track record for fulfilling operational and network contractual obligations. No other Relay provider has demonstrated the reliability that Sprint's customers are accustomed to, and no other provider has the robust Relay network and the redundancy to ensure seamless service in times of crisis.

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4.2.16 Account Representative

The Offeror shall assign an account representative for the State's TRS with good communication skills in both ASL and written English.

The account representative may also be the representative for other states served by the Offeror.

Offerors shall describe the full duties and qualifications of the account representative including a job description, what other states besides Colorado will be assigned to the representative, where the individual will maintain his/her primary office, what portion of the time the representative will actually be in Colorado, the community and business group meetings that will be attended, and the respective roles of the account representative and other support staff who will be handling consumer complaints, billing, reporting, contract management, communications, concerns and ideas.

Sprint will continue to provide the State of Colorado with an Account Manager who resides in the State of Colorado, and will continue to support the Relay Colorado TRS and *CapTel* contracts.

Ms. Kristine Shipley, Colorado Account Manager since 2004

Kristine will continue to work closely with the CO PUC SRA to execute deliverables as described in this proposal. Sprint empowers their Account Managers and involves them in every aspect of the Relay contract. Ms. Kristine Shipley is responsible for the Colorado TRS contract and will continue to serve as the point of contact between Sprint and the Colorado Public Utilities Commission. This greatly benefits the State, as the Account Manager typically is the most knowledgeable of Relay products and services, Colorado community interests, FCC updates, and the rules and regulations regarding the State contract. A general overview of the Account Manager's responsibilities is provided below:

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☎ Account Manager Responsibilities

➢ Ensure contractual compliance

➢ Act as a liaison between Sprint and the Contract Administrator

➢ FCC reporting

➢ Plan, develop and execute Marketing and Outreach strategies for TRS and *CapTel* services (upon approval by the CO PUC)

➢ Interface with Deaf, Hard-of-Hearing, Deaf-Blind, and Speech-Disabled consumers

➢ Conduct Outreach activities for the community and businesses

➢ Identify and implement marketing strategies for the publications and media

➢ Responsible for complaint resolution and the customer complaint log

➢ Invoice monitoring

➢ Annual trending projections

➢ Consumer satisfaction evaluations

➢ Report generation (monthly statistical, Outreach and Marketing reports)

☎ Account Manager Qualifications

➢ Strong customer relations skills

➢ Excellent presentation skills

➢ Computer literacy

➢ Excellent oral and written communication skills

➢ Strong knowledge of American Sign Language

➢ Deaf Culture awareness/sensitivity

➢ Bachelor's degree or equivalent experience totaling 5 years post-high school

☎ The Denver Sprint Team

The CO PUC and Relay Colorado customers have the unique benefit of having a local presence of the Sprint TRS Management Team, as seen below.

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The following individuals will continue to be available to support the Relay Colorado contract:

➤ Mike Ellis, Branch Manager TRS Sales (former Colorado Account Manager)

➤ Michael Baer, Sales Executive supporting the Colorado contract

➤ Kristine Shipley, Colorado Account Manager

➤ Van Scheppach, *CapTel* Account Manager

➤ Dottie Cartrite , Sales support for Colorado

➤ Kathy Bennett, Dedicated TRS Interpreter

➤ Jo Linda Greenfield, Dedicated TRS Interpreter

➤ Brenda Nowicki, Sales Support

> *Having a Sprint TRS management team presence in Denver is another intangible benefit the State should consider with Sprint Relay as the Colorado TRS provider.*

The Denver Team is able to offer more support to the CO PUC through in-person meetings on TRS industry issues and FCC updates regarding Relay service and product standards. While Sprint's business is telecommunications, communication is the key to a positive mutually satisfying relationship. It is our firm belief that in-person communication and interaction is one of the most meaningful communication modes and will further serve the objectives and results established for Relay Colorado.

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The Sprint Denver Management Team very much looks forward to continuing the current relationship with the CO PUC, the Relay Colorado Advisory committee, and of course - Relay Colorado users!

☎ Sprint Relay National Support Team

The Sprint Relay support team works in tandem with Account Managers across the country, offering assistance and support with Outreach activities. Relay staff attend large events, assist with preparation, promotion and demonstration of Relay products and services.

Sprint Relay Sales Managers and Business Development Managers capitalize on their combined experience to support the Account Mangers in their Outreach efforts at tradeshows, and other public events. This support team will abide by all Colorado contract guidelines and when promoting Relay Colorado products. **This effort results in a cost savings to the State by utilizing internal staff and services available only through Sprint; thereby increasing visibility and awareness of Relay Colorado.**

This Team approach also enables visibility to other Sprint State's marketing efforts, which in turn provides new ideas and perspectives to enhance Outreach efforts within their own States. The photograph which follows depicts the Sprint Relay team, including the Vice President of Sprint's Government Services Division, Tony D'Agata - who fully supports Sprint Relay, its goals and vision, as evidenced by his Transmittal Letter at the beginning of this proposal.

Sprint Relay Team
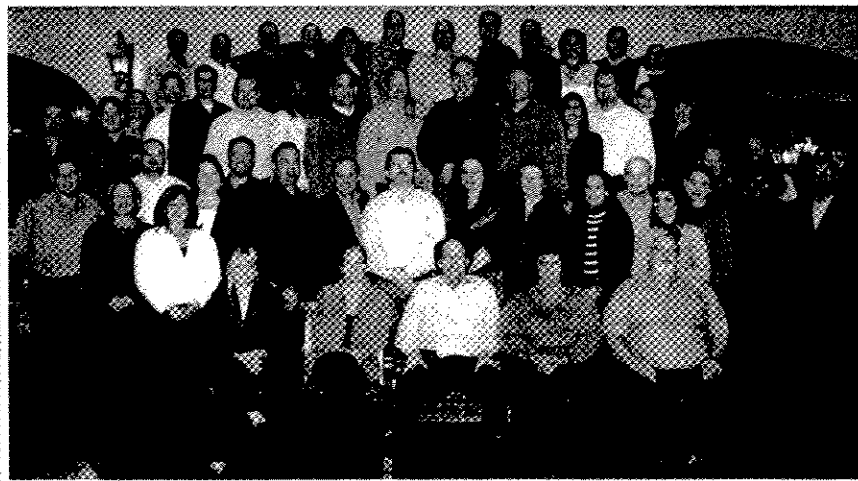
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Customer Support Team (CST):

☎ Overview of the CST Concept

CST is an established pool of trained professionals that are readily available from 8:00 AM to 5:00 PM CST to provide information to the State Contract Administrators when they have questions or concerns ranging from Customer Service to billing issues. The purpose of the CST is to provide information promptly to State Contract Administrators, as well as provide another level of support to Sprint's Customer Relationship Managers (CRMs).

☎ The Challenge

The Sprint management team continues to support a substantial component of our existing business; however, the consumer market has changed drastically in the past three years and new challenges have forced diversification throughout Sprint Relay's customer base.

Specifically, new Internet-based products have put the end-user in control of their product consumption. Open market competition has created a new culture of spontaneity and creativity.

Since 2002, the well-established Sprint Relay management team has attempted to respond to these consumer market changes by adjusting their current responsibilities to State government customers in a manner that no longer meets their contractual needs.

The existing Relay staff now finds themselves balancing the need to provide information as well as marketing services to end-users. These are often in relation to products and services that State governments are not responsible for either contractually or fiscally.

In summary, while the Sprint Relay team has one eye focused on incumbent State and government business, the other eye is attempting to stay focused on at least 6 new consumer-driven product lines.

Despite the need to escalate the marketing of Sprint Relay products to end-users, the responsibility of meeting and/or exceeding the contractual requirements of our State and government customers has not changed.

☎ The Solution

The concept of the Customer Support Team (CST) evolved out of the need to consolidate resources and become more responsive to State Contract Administrators regarding contractual inquiries in a timely fashion.

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The Sprint culture and telecommunications services in general are changing rapidly, and Sprint is responding accordingly. With our 15 year history of providing Relay services to the majority of States, Sprint Relay is prepared to change the face we put before our customers as necessary. It has become apparent that in order to assure high quality performance of Sprint's Relay products and services, an organizational change within the Sprint Relay division was necessitated.

Large companies such as Sprint Nextel are capable of applying high performance work practices contained within specialized work groups thus leading the way for a change in how traditional business practices are conducted. This type of business management practice takes advantage of and emphasizes the following :

➢ Human Resources

➢ Highly Selective Recruitment

➢ Substantial Investment in Training

➢ Employee Participation Through Two-Way Communication

➢ Reduction of Emphasis on grade-level status, and instead takes a team approach to all Sprint Relay endeavors.

With the recent merger of Sprint and Nextel, coupled with the dramatic shift of decision making power to the Deaf, Hard-of-Hearing and Disabled consumer markets, the cultural environment for change is imminent. **Doing so in a manner which maximizes Sprint Relay's existing (human) resources in an effort to provide greater Customer Service to Sprint's incumbent and acquired government customers is paramount.**

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4.2.17 Outreach, Education and Related Expenses

The State shall provide limited funds for pre-approved outreach efforts. The selected vendor is the primary beneficiary of increased TRS usage resulting from marketing and outreach efforts. As such, the selected vendor shall primarily fund such efforts.

Clarified by the State:

Regarding the dollar amount that the State will budget annually for it's portion of outreach, the State does not have an outreach dollar amount designated but anticipates that it will not be more than $50,000 annually each for captioned telephone and traditional TRS and likely will be significantly less than that.

The State's portion of outreach will be reimbursed to the vendor through the monthly invoicing process based on actual pre-approved reimbursable expenses. The State's portion of outreach is neither a fixed monthly charge nor should it be calculated into the price per minute.

Sprint has read, understands and will comply.

Because the resultant contractual services are being provided as Colorado Relay services, The selected vendor must consult with and obtain approval from the SRA for the appropriateness of all outreach associated with Colorado Relay.

Sprint has read, understands and will comply.

The selected vendor shall establish an annual outreach budget and plan. This budget and plan must be annually submitted to the SRA by July 1. The Offeror must provide a high-level summary of that plan in the bid that will indicate the amount of the budget and staffing to be dedicated to the various outreach and educational efforts in the plan.

The Colorado Account Manager will continue to work with very closely with the CO PUC Relay Administrator on the development of TRS and *CapTel* marketing and Outreach budget summary plans. These plans will include dedicated staff for Outreach activities and education efforts.

Appropriate approvals will be obtained prior to implementation. Further, the Account Manager will develop an annual Outreach budget to be submitted to the SRA prior to July 1st annually.

☎ Outreach and Marketing Plan

Sprint's Outreach proposal includes a $50,000 dedicated annual budget to promote Relay Colorado and *CapTel* for the CO PUC's consideration.

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Below is a hypothetical budget plan for *CapTel* and TRS with a break-down of expenses between Sprint and CO PUC for a total of $100,000.

	Proposed Marketing and Outreach Plan Relay Colorado and *CapTel*	Proposed Budget
1	• TRS or *CapTel* Video Clips PSA Production	$ 30,000.00
2	• TRS or *CapTel* Radio PSA Production	$ 20,000.00
3	• Road Tours	$ 10,000.00
5	• Taste of Technology Conference	$ 5,000.00
6	• Sponsorships/Exhibitions/Conferences	$ 10,000.00
7	• Electronic Website Broadcasting (e.g. web site banners promotions, etc.	$ 10,000.00
8	• State Relay Advisory Committee Meetings	$ 5,000.00
9	• Promotions/Give-a-ways	$ 5,000.00
10	• Reserved	$ 5,000.00
	Total	$ 100,000.00

Supplemental Outreach and Marketing Options	
• Brochures	• Bus Tail and Interior Cards
• Promotions/Give-a-ways	• Billboards
• Relay Outreach Specialist Program	• Pharmacy Bags
• Display Equipment	• Survey Tool Research
• It Pays to Listen DVD or Folder Kits	• Telephone Listing Directory
• Website	• Marketing Campaign Package
• Media/Publications	• Web Banners Advertisement
• Bus and Kiosk Advertising	• Electronic Email Broadcasting

☎ Marketing and Outreach Plan Outline:

The Colorado Account Manager will develop a marketing plan and corresponding Outreach budget, which will include the following:

➢ Targeted Marketing

➢ Budget breakdown

➢ Timelines

Steps include:

1) Consultation with the SRA to determine the CO PUC's marketing and Outreach objectives.

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2) Creation of a (draft) detailed marketing and Outreach plan, including a breakdown of timelines and desired outcomes.

3.) Submission of a detailed draft budget summary plan proposal to the SRA for consideration and recommendations.

4.) Modification and submission of a second draft budget summary plan/proposal for final approvals.

5.) Execution of the marketing and Outreach plan for Relay Colorado and *CapTel* services.

The plan will be broken down incrementally for the term of the contract as seen below:

- ❖ Jan 1, 2007 to June 30, 2007 (6 months)

- ❖ July 1, 2007 to June 30, 2008 (12 months)

- ❖ July 1, 2008 to June 30, 2009 (12 months)

- ❖ July 1, 2009 to June 30, 2010 (12 months)

- ❖ July 1, 2010 to June 30, 2011 (12 months)

- ❖ July 1, 2011 to June 30, 2012 (12 months)

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Below are samples of *CapTel* marketing and Outreach strategic budget summary plans.
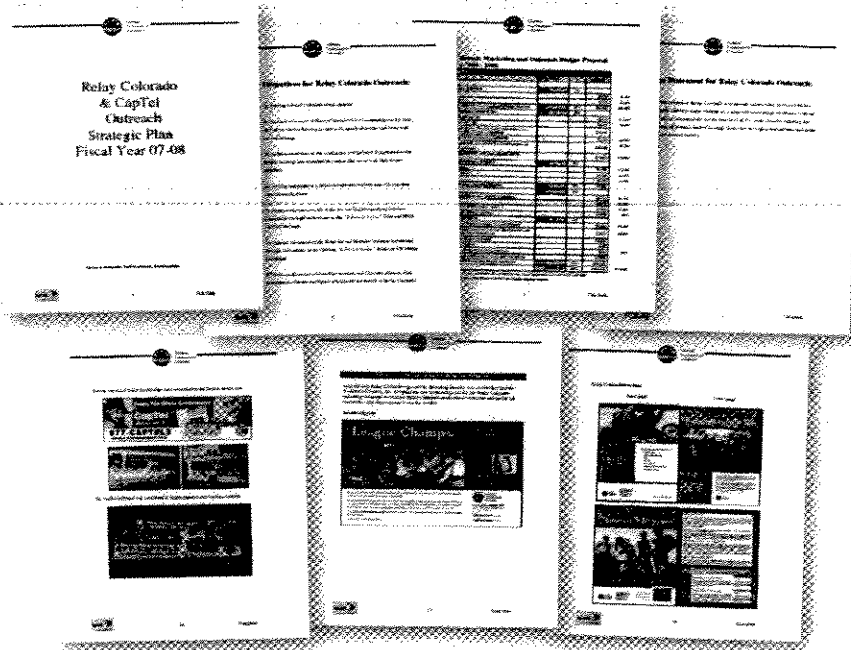
The Colorado Account Manager will submit monthly TRS and *CapTel* Outreach and Marketing budget reports, including expenditures, to the State. Below are samples of monthly budget reports which can be modified as desired by the CO PUC and the SRA.

A sample of a Relay Colorado Budget Report

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A sample of a *CapTel* Budget Report

A sample of an Overall Budget Report

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4.2.18.1 Advertising. Offerors shall provide examples of advertising materials and programs that have proven effective in other states and which could be modified for use in Colorado. The Offeror shall have primary responsibility for advertising in Colorado.

The State may fund limited advertising that has been pre-approved by the SRA for such things as sponsorships, promotional items, production and airing of Public Utilities Announcements and/or other advertising that shall be reimbursed by the State through the following month's billing.

Sprint Relay will continue to capitalize on the marketing resources within Sprint to promote Relay Colorado as it has done for the past 15 years. Sprint is able to provide a full spectrum of sophisticated marketing tools in support of Colorado TRS and *CapTel*. Sprint has a long history of success in building relationships and capitalizing on media contacts in support of Relay services. The result being a superior Outreach program made possible through capitalizing on the following:

➤ Television Advertisements

➤ Radio Advertisements

➤ Talk Shows

➤ Public Service Announcement (PSAs)

The Colorado Account Manager conducted a survey of 33 Sprint Account Managers nationwide to determine the most proven and effective marketing and advertising tools in their respective States, as seen at the end of Attachment O. **What is clear is that Colorado leads the nation in the development of top quality marketing materials and in fact a number of other Sprint States have chosen to emulate Colorado in the development of Outreach materials for their respective States.**

☎ Brochures

The distribution of informational folders and brochures are valuable ways to educate Colorado consumers on the Relay options available to them. Brochures cover all aspects of Relay, including first time caller instructions, product instructions, confidentiality policies and contact information for Customer Service. Below are several successful samples in use in Colorado for TRS and *CapTel* marketing. Brochures are available in both English and Spanish. Please see Attachment O for hardcopies of Outreach materials.
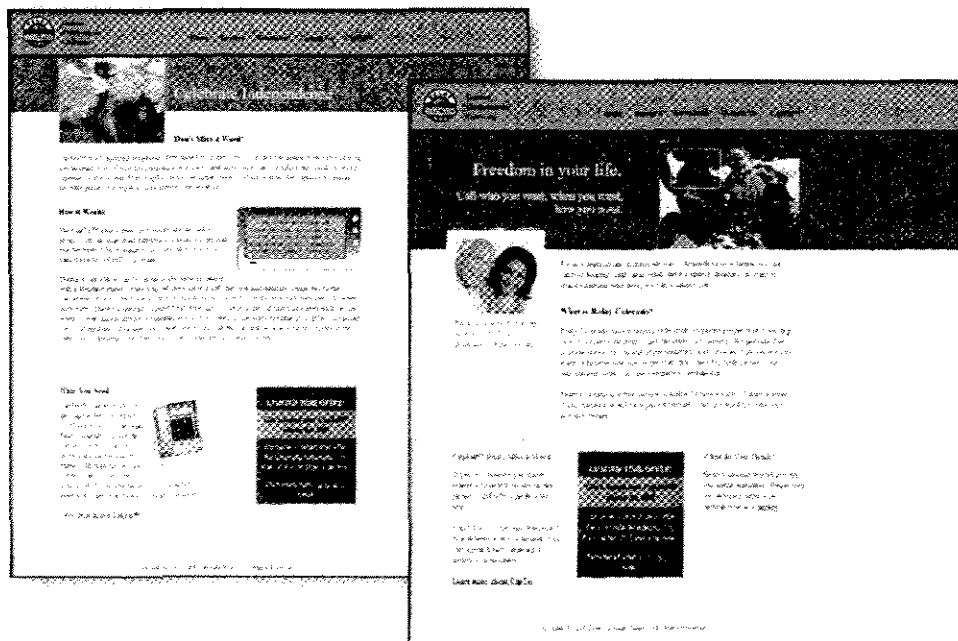
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☎ Relay Colorado Website

Sprint will collaborate with the SRA to gain input, suggestions and approvals on information to be posted on the Relay Colorado website.

TRS and *CapTel* Web Pages

☎ *CapTel* Media Advertisements

Sprint conducted two specialized *CapTel* marketing campaigns in 2005, utilizing local radio stations and transit services to promote *CapTel* services and heighten consumer awareness of available services.

➤ A sixty-second radio spot was broadcasted on local radio stations a total of 669 times. This radio advertising campaign generated over 300 requests for information about *CapTel*. The following radio stations ran the commercial 324 times between May 28th and June 16th, 2005:

- KEZW-AM
- KKFN-AM
- KLZ-AM
- KOSI-FM
- DQMT-FM

The following radio stations ran the commercial 345 times between November 1st through December 16th, 2005:

- KXKL
- KCKK/KYGO
- KJCD-FM
- KQMT

Sprint has provided a copy of the radio station script as well as an audio copy of the commercial in Attachment O.

➤ Sprint also promoted *CapTel* by working with local transit providers along the front range of Colorado. The three-month campaign included advertising on 35 bus kiosks, a billboard in the Grand Junction area, and over 100 interior signs, and 20 tailgate signs on buses. This marketing campaign has proven to be a huge success, resulting in many requests for information about *CapTel* services. Approximately 150 *CapTel* units were sold as a result of this promotion.

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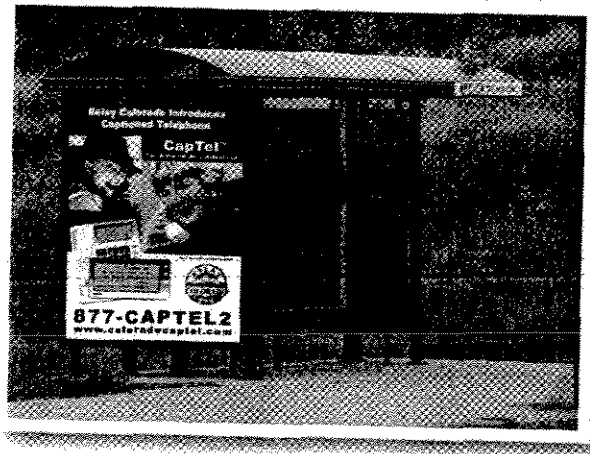
Bus Kiosk
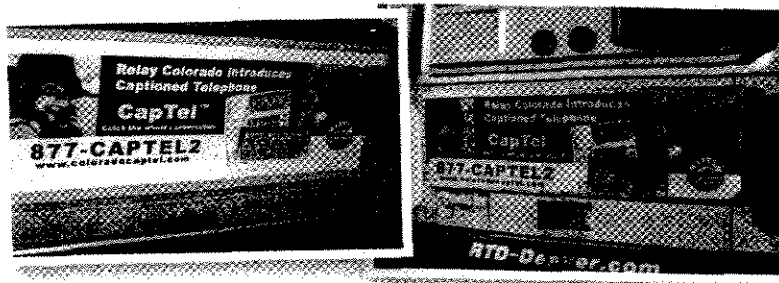
Transit Advertising in the Denver Metro area

☎ Public Service Announcements (PSAs)

Sprint will produce and distribute appropriate and geographically diverse PSAs for broadcast on cable television networks, radio stations, and print media on a regular basis to raise awareness of Relay Colorado. Sprint Relay's primary objective in utilizing PSAs is to focus on promoting TRS, 711 abbreviated dialing and *CapTel* services.

Sprint also makes use of PSAs to promote two successful Outreach programs:

➢ "It Pays to Listen" campaign (detailed later in this section)

➢ "Total Relay Solution" (TRS) PSAs in 30- and 60-seconds increments.

PSAs are open captioned and will be modified to include the Relay Colorado logo and the Colorado URL address. Please see Attachment O for sample PSAs.

☎ Publications

Sprint will continue to utilize a variety of print media to communicate availability of Relay Colorado to the community, including:

➢ Organization newspapers

➢ Local newspapers

➢ State newspapers

➢ Organizational newsletters

➢ Program booklets

➢ Press Releases

Public Relations endeavors promoting the use of Relay Colorado may consist of, but are not limited to:

➢ Human Interest interviews/stories

➢ Procedures for using Relay Colorado or *CapTel*

➢ Helpful tips for Relay users

➢ Instructions on how to use Relay with answering machines and voicemail systems

➢ Procedures on dialing 9-1-1 direct in the event of an emergency

➢ Instructions on accessing Relay Colorado through pay telephones

➢ FAQs related to common issues encountered by Relay users

➢ Community education on the relationship between Relay Colorado users and Sprint

➢ Instructions for contacting Relay Customer Service

➢ Contact information for the Colorado Account Manager

Various advertising samples are depicted below.

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☎ Pharmacy Bag (Rx) Campaign

Sprint's newest form of mass advertising for Relay Services comes in the form of pharmaceutical bags. Sprint has found this venue to be successful in reaching individuals who may not be aware of Relay services, particularly those who may have an illness, disability, or other factor that results in the individual being housebound.

Sprint Relay pharmaceutical Bags

Rx bags promoting Relay Colorado may promote the following services:
* 711 dialing
* Speech-to-Speech
* *CapTel*

This form of advertising can be used by regional health-care related agencies to inform potential Relay users of available services. This non-invasive Outreach effort compliments other forms of advertising. Sprint will work with the SRA to determine the appropriate quantity and distribution points.

☎ Marketing Materials

Sprint will work in conjunction with the CO PUC SRA to determine which materials are best suited for satisfying Relay Colorado objectives.

Sprint believes strongly in promoting, marketing, and educating users regarding Relay Colorado at every possible opportunity, in order to meet the needs of as many individuals as possible. Such materials may include:
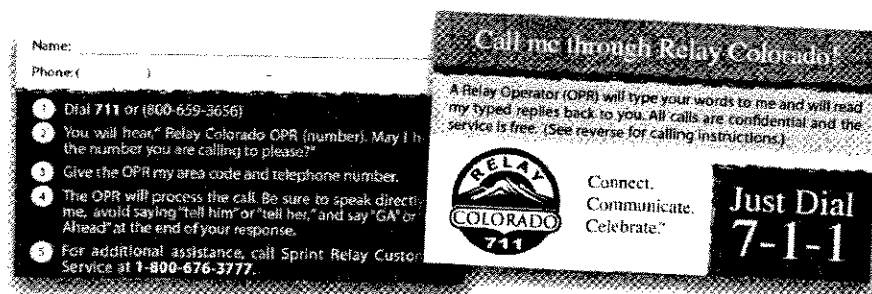* Fliers
* Posters
* Banners

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- Post Cards
- Business Cards
- Promotional Give-a-ways

☎ Business Cards

Sprint has designed customer contact business cards which include Relay instructions and the access numbers for Relay Colorado, as seen in the following graphic.

☎ "It Pays to Listen" Campaign

Sprint has conducted "Do Not Hang Up on Relay" campaigns in a number of Sprint States, with great success. Sprint implemented this campaign in Colorado in May 2004, and subsequently changing the name to "It Pays to Listen."

This program is designed to improve awareness of Relay Colorado within the business community and the general public, explaining what to expect when receiving a Relay call, thereby reducing the number of "hang-ups" on Relay users.

Sprint has distributed "It Pays to Listen" DVD packets, which include a personal letter from the Colorado Account Manager, a brochure insert, and a personalized DVD, specifically for Relay Colorado. All materials have English and Spanish versions for full accessibility. The DVD has a video clip explaining Relay Colorado, as well as perspectives from consumers who are Relay Colorado users who share experiences of being hung – up on by the business community.

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Section 4: Statement of Work
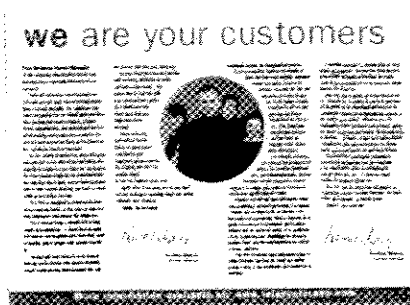
Connect.
Communicate.
Celebrate.™

☎ "It Pays to Listen" DVD packets were distributed to:

> State Agencies

> Business Associations

> Chambers Of Commerce

> Medical Associations

> Restaurant Associations

> Better Business Bureaus

The information was well-received and as a result, Sprint has had increased opportunities to further promote community education through public presentations and training sessions regarding Relay Colorado.

The letter depicted below is included in the "It Pays to Listen" campaign materials as well as the accompanying DVD. "It Pays to Listen" marketing materials can be found in Attachment O.

Letter to Businesses -- We are your customers (English and Spanish)

Connect.
Communicate.
Celebrate."

Title Page on DVD Screen: Display English or Spanish Version

The Colorado Account Manager has reviewed a myriad of marketing and advertising samples to determine the most effective approaches. The following approaches have been proven as effective:

➤ Radio Advertisements

➤ Public Service Announcements

➤ Website Announcements and Electronic E-mail Broadcasting

➤ Public Transit Advertisements

Sprint specializes in bundled advertising, which includes a combination of approaches, including television, internet and wireless technologies to reach out to a diverse population of users.

4.2.18.2 Relay Colorado Website. The Offeror shall maintain and update the Relay Colorado website (www.relaycolorado.com) using the Content Management System (CMS) tools that the State has purchased from the website designer and server host. The Offeror shall ensure the website content reflects current relay services and shall consult with the SRA on content. The Offeror will provide additional website functionality at the request of the State and pre-approved by the SRA. Annual website hosting expenses and any additional functionality will be reimbursed by the State through the following month's billing.

The Colorado Account Manager will continue to consult regularly with the CO PUC SRA for approval of all content, including related expenditures, prior to posting any new material on the Relay Colorado website. Upon project completion, billing will take place on the following month's invoice.

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The Relay Colorado website has a useful tool called the Content Management System (CMS), which allows the Account Manager to access and make immediate changes without the assistance of a web designer. This saves time and money. Important updates can be added or changed within minutes. This administrative site will host various online web tools, offer options to upload new brochures and documents directly from a personal computer and disseminate direct mailings, etc. Samples of CMS administrative menus for making changes and updates can be seen in the illustrations which follow.
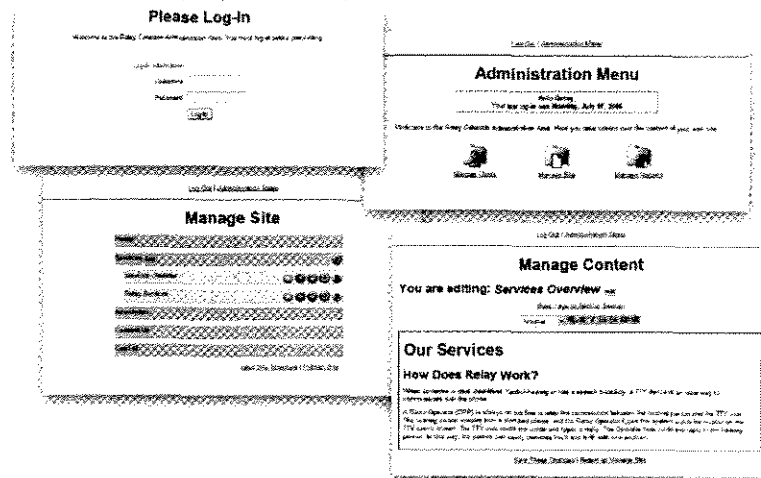
The CMS makes it possible for the Account Manager and the SRA to access the "Manage Reports" site which provides on-going survey results, as seen below.

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